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News for employees of Blood Systems 

January 12, 2005

More donors using Internet to schedule blood donations

Recent statistics tell us that more donors are getting into our centers and blood drives via our Web-based scheduling system, eDonor™. In 2004, more than 144,000 appointments were booked on the system compared to not quite 3,200 in 2003. You read it right: we had a 4400 percent increase in on-line appointments in just one year. Wow!

“It’s fast, it’s convenient and is in line with today’s e-based society,” says Corporate Director of Donor Recruitment Paula Roberts. The system not only allows donors to make appointments, but reminds them and thanks them as well.

Donor Recruitment Representatives see this as a great tool when working with their blood drive coordinators, especially the coordinators who work in organizations where most employees have PCs. In December, 13 Donor Recruitment Representatives from different UBS centers won \$50 American Express Gift Cards compliments of eDonor™, the system’s developer for bringing in the most appointments through the Web-based system. UBS/Arizona’s Cherise Azemopoulos had most appointments overall, with an astounding 858 appointments made through the system, more than double her closest competition.

Cherise explains that she didn’t achieve this result single-handedly, as her territory is key/corporate accounts which includes organizations like Chase Financial Services, Honeywell and Wells Fargo, whose employees are comfortable with online interaction. “My blood drive coordinators are the heroes here. They’ve been using the system by putting their co-workers online and making it a turnkey resource for them when it comes to scheduling an appointment,” she says. Cherise explains that coordinators like the Internet scheduling system because they can use it to recruit and remind their co-workers to donate blood. “Our coordinators tell us they also like giving their co-workers the choice of making their own appointments, going online when it’s convenient for them.”

To check it out yourself and schedule your next blood donation appointment online, visit: www.UnitedBloodServices.org.

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